ORLEANS COUNTY MONITOR

Vol. 46-

BARTON, VERMONT, WEDNESDAY, JUNE 6, 1917

Single Copies 5 Cents.

Advertisements will be inserted under this head at two cents per word for first insertion and one cent per word thereafter. (ash must accompany the order. No advertise-ment will be inserted for less than twenty-five Red Cross Week Gets 114 New Barton

FOR SALE

Ave., Barton. Silver. FOR SALE—My place on South street in Orleans. Hale Mason, Or-

FOR SALE-Dining table and six chairs. R. M. Lane, Orleans, 'Phone

FOR SALE Good handmade, onehorse lumber wagon. A. D. Beede,

FOR SALE-Good driving horse, wagon, sleigh, harness. Inquire of L. A. Hazen, Newport.

FOR SALE-Three-year-old registered Jersey bull, handsome and kind. Roy G. Young, Greensboro, Vt. 1wp

FOR SALE OR TRADE-One registered Guernsey bull, 2 years old this June. A fine animal. Price low if sold at once. Dodge, Orleans. 23tf

FOR SALE-Two chamber suits, one extension table, two couches, one traverse sled wth pole and shafts, one buggy wagon pole, 2 whiffletrees. G. L. Merriam, Barton.

FOR SALE—Second-hand Dodge touring car in first-class cond Newly overhauled. Price right. Inquire, A. R. Bennett, Orleans. 'Phone

driving harnesses, nearly new, one small-size Eddy refrigerator. One blue-flame oil stove, three burner. F. C. Brown, Orleans, Vt.

FOR SALE or TO RENT-Shop on week. wright shop," with water power, week. This shop contains a fully-equipped wheelwright and wood-working shop Mrs. Belle Heath of North Troy and other machinery for wood work- Thursday. ing. Also a fully-equipped blacksmith shop, also a complete tenement. Call upon or address E. C. Kimball or F. W. Baldwin, Barton, 22-24

WANTED

WANTED-Live poultry. Elrick,

WANTED-Sound, clean sacks. R.

P. Webster, Barton. WANTED Competent woman for housework. Mrs. H. W. Carter, Bar-

WANTED-Position as foreman

West Glover. WANTED-Woman operators for handkerchief factory. R. W. Eldridge Co., Orleans.

creamery and learn the business. opera hall Tuesday evening, June 12. people of the country, but condemned for-Whi, a merciful (?) monarch, Jersey Star Creamery, Irasburg. 21tf

WANTED-To buy yearlings, twoyear-olds and dry cows, also new milch and springers. Stock taken every Monday. Also sugar and wool. W. E. Hanson.

want of a number of teams to draw Ruth, to James D. Lang of Center ing of America by the entire audislab wood from Irasburg to be loaded Harbor, N. H. on the cars. Will pay \$1.50 per cord for drawing. E. L. Chandler Co., boarding with Mrs. P. L. Webster for

WANTED-Skilled and unskilled men to work in factory manufacturing Taps, Dies and Reamers. Will soon begin manufacturing Twist Drills Albans last week. and Milling Cutters. Good pay and permanent employment. Call or ad-

MISCELLANEOUS

for two-horse teams will be \$6.00 per Johnsbury Thursday. day. J. A. Bates, F. H. Wright, G. A. Barney, Orleans.

A lady with a child would like a position as housekeeper in a small family. Mrs. Lawrence Emerson, Or- C. C. Merrill, assistant secretary of Miss Cowles' automobile. Miss Cowles leans, R. F. D. Care of P. E. Rob- the Vermont conference and the Do- expects to spend the summer here in

sugar and wool for which I will pay sell Lent for the summer. you the highest cash price. Both phones in house. Dodge, Orleans. 21tf

TORENT

TO RENT-Small tenement. F. E. Nelson, Barton.

TO RENT-Two furnished rooms. Mrs. Pawney, High street. 22-24

County Veterans to Meet at Glover. | DECORATION DAY The Orleans County Veterans' association will meet in Glover June 14. Everybody is invited to attend.

Members.

FOR SALE-My house on Lincoln members, bringing the number to forenoon was cloudy and threatening lious phases of the war situation. 251. Meetings are held every Wed- but the sun came out about noon and needle and thimble. Everyone wheth- at 2 o'clock. present at the meetings.

Wednesday.

in Newark.

house painted. visit in Boston.

was in town last week.

quite ill is some better. Mrs. F. A. Lemos of Orleans has been visiting at H. E. Lee's.

was a visitor in town Wednesday. Judge and Mrs. W. W. Miles leave

tomorrow morning for Montpelier. visited his family here last week.

re were guests in town Thursday.

Water street, Barton village, former- Mrs. Minnie Wilson spent several is putting it mildly. ly known as the "George Nye wheel- days at her home in North Troy last This completed the afternoon event Board of Missions in Newport Thurs-

and return today.

J. F. Batchelder are spending the week at Long pond.

Webster over Sunday.

on a large farm. L. W. Merriam, guests of their daughter, Mrs. E. E. Doe, in Orleans Wednesday.

itors in Irasburg Wednesday. A musicale will be given by the WANTED—Young man to work in children of the grades at Seaver's and spoke of his love and belief in the Alice Wakeman; The Emperor What-

except Sunday. Ray P. Webster, Percy W. Cowles, who has been Barton, Vt. Buying for H. Waite & spending several days in town, re-

Frank Paddleford announces the ed a rare treat. engagement of his daughter, Miss

Mrs. A. R. Cowles, who has been ling in the veins. ton for a time.

Dr. and Mrs. F. R. Hastings and did success it was. Mr. and Mrs. F. W. Cutting took an automobile trip to Burlington and St.

The flower mission meeting of the brey B. Gray, Carmila Sasso.

parlors at 3 o'clock. 23-24 mestic Missionary society, was a vis- her cottage, known as the Grow cotitor in town last week.

FARMERS' NOTICE-Wanted at | Miss Ruth Paddleford has gone to stock yards every Monday beef, Bo- Center Harbor, N. H., where she has logna cattle, calves, hogs, also maple employment in the home of Mrs. Rus-

U. S. navy some time ago, spent sev- and spoon. eral days last week with his parents, Mr. and Mrs. F. R. Buck.

A jubilee meeting of the Vermont Gem theatre Friday afternoon. There are visiting her parents, Mr. and Mrs. branch of the W. B. M. will be held at were 26 numbers by 25 pupils. The William Palin. Newport Thursday under the directheatrewas well-filled and the work of Mrs. Betsey Ewens is very low at tion of Mrs. E. W. Barron.

Mr. and Mrs. F. D. Pierce, Mr. and to both pupils and teacher. Mrs. F. W. Baldwin and Mrs. W. S. TO RENT-Tenement on Harrison Hibbard are in Burlington attending spending the winter with her sister, substituting in District No. 6 for the

EPOCHAL EVENT.

Finest Parade in Years and Unusually Strong Address in Evening.

Barton Red Cross branch is con- Decoration Day, 1917, will long be patriotic meeting at Alumni hall gratulating itself upon the result of remembered as one of the biggest and where Commissioner of Education M. campaign week which was 114 new best ever witnessed in Barton. The B. Hillegas gave an address upon var- the cards of Barton's 273 men of mil-

J. W. Batchelder has bought a farm Grout of Newport. About half the outlined in a simple but most connumber came from Newport for the vincing manner the tremendous pro- governing the registration, Miss May,

George S. Ryder has returned from large number of Boy Scouts in charge years more, that very many of our visit in Boston.

Of John Batchelder. These were in men must cross the Atlantic to fight L. J. Brown of Greenfield, Mass., uniform. Then followed the Campfire and some brought back to be mourn-the numerical order in which each reggirls in charge of Miss Marion Red- ed. Mrs. Norman Smith, who has been uite ill is some better.

field and they were all in the dress of the tribe. The school children were in line to the number of more than told what the state did in 1862, which 200 and were in charge of Supt. C. L. was many times what is asked now. Erwin and Prin. F. Jay Bates. Last He also told of the foods shortage the came the veterans themselves in two world over and emphasized the need Homer E. Smith of St. Johnsbury automobiles, driven by H. R. Barron of growing, preserving and saving. and E. F. Dunn, numbering nine. He also urged the needs of the Red

The parade was exceptionally well Cross. formed and stretched from postoffice | As a closing number the audience square to the passenger station. The arose and sang "The Star Spangled George Rowen of St. Johnsbury column proceeded from the place of Banner." formation to the cemetery via Main Mr. and Mrs. J. V. Rowen of Bar- street, returning the same way but Mrs. Adam Dummett. Mrs. Jenness proceeding as far north as Hotel Bar-

H. T. Seaver and Miss Clemma After the line returned to the place FOR SALE-One top buggy, three Seaver spent Sunday in Craftsbury. of formation and disbanded, each Fred Cloutier is improving his member of the parade was invited to home by the addition of a new piazza. Alumni hall and served with punch C. F. Cutler, Mrs. Caroline Holbrook, Mrs. Hattie Patterson of Portland, and sandwiches by the associate Mrs W. A. Warner, Mrs. J. F. Batchmen, was a guest at John Curtis' last Ore., was a guest at John Curtis' last the direction of Miss Pierpont, and Mary Wheeler and Miss Alice Emerto say that the lunch was appreciated son will attend the jubilee meeting of the Vermont Branch of the Woman's

but the treat of the day came in the day.

now a resident here and thought the town. WANTED—Your sound, hard maple sugar in wooden pails. Can pay top price for standard article any day top price for standard article any day and the prince sugar in wooden pails. Can pay top price for standard article any day top price for standard artic be heard and answered by the entire turned to New York City Sunday population. He made an especially

Wendell Drew, son of Mr. and Mrs. A. N. Drew of St. Johnsbury, former- provement society which has the Members of Keystone Chapter No. ly of this place, has enlisted with the thanks of the people of all the vildress Butterfield & Co. Inc., Derby 16, R. A. M., go to Island Pond tomor- engineering corps and is now in lage. row night to confer the R. A. degree training at Fort Slocum, N. Y.

The following letters remain un-Mr. and Mrs. J. C. King and little called for at the postoffice. Please knap's. say advertised when calling for these BEGINNING JUNE 11th our price of Mr. and Mrs. T. J. Coburn in St. letters. Mrs. Clara Germand, Edward G. Baldwin, John F. Barry, Au- Burlington this week.

W. C. T. U. will be held Tuesday af- Miss Sarah Cowles and Mrs. Wm. caller in town recently. ternoon in the Congregational church F. Kellogg of New York City arrived Many of our school children are in town last week, making the trip in busy making their school gardens.

The Woman's Literary club will Friday. She is better at this writhold their annual club day and picnic ing. Saturday at May Falls if the weather Mrs. A. J. Applebee of Lake has is suitable. If not, it will be held at been visiting her sister, Mrs. A. R. the club house. Will each member Hail. Malcolm Buck, who enlisted in the please provide herself with plate, cup

The piano pupils of Mrs. Florence Pillsbury gave a public recital in the Mrs. Adin Armstrong and Sylvia the pupils was very complimentary this writing. Her niece from Port-

Ave. Address Douglass Lester, 9 the annual session of the Grand Mrs. Clara Wilson, in Boston, re-Turner St., St. Johnsbury. 1wp Chapter of O. E. S.

PATRIOTIC MEETING LAST EVE- NAMES OF BARTON NING.

er Hillegas Speaks.

Registration day was brought to a fitting close last evening by a quiet

nesday afternoon at the Improvement the weather was ideal for the parade made by the Barton Improvement istration. Club rooms at 2.30. Bring scissors, which formed at the school grounds club, under whose auspices the meet-

Mrs. Cora Winslow is having her parade and the rest were Barton Sir portions of the war and said there town clerk, delivered the cards to ing Thursday evening after prayer Class Prophecy, was little question that the duration County Sheriff Hill before noontoday. Following the Sir Knights was a of the war would be from two to five

will occupy H. T. Seaver's house this summer and Mrs. Gertrude Kendall

will care for her. Mrs. E. W. Barron, Mr. and Mrs.

evening when Seaver's hall was Lightning played havoc in and crowded to listen to the exercises about Barton Sunday. In the foreplaners, bench saws, turning lathe, was the guest of Mrs. C. L. Hutchins which were in charge of J. A. Pear- noon a bolt entered the house of F. R. son. Rev. I. A. Ranney offered Buck, damaging the chimney and Mr. and Mrs. C. A. Barrows spent prayer. The Schubert club rendered smashing a hole through the roof. In several days in camp at Stone Pond splendid orchestral music and several the afternoon it killed seven cows in selections were sung by the audience. the pasture of Judah Blair on the Elgie Warner read a selection telling Willoughby lake road and hit the Miss Isabel Grant of Newport the meaning of the flag and its colors. large pine tree near the Gilpin house, was the guest of Mrs. W. L. White Rev. Ozora S. Davis of Chicago completely demolishing this old landwas then introduced and gave an ad- mark. The concussion from this Slayton Lang and Miss Julia King dress showing thorough knowledge of thunderbolt broke 12 panes of glass were home from Burlington Tuesday today's situation across the water in the Gilpin buildings and did slight and giving a clear view of America's damage to glass in other buildings C. C. Baldwin of Keene, N. H., and part in the conflict. He spoke of the and enough current traversed the delicate situation in which a person of telephone and electric wires to blow German blood was placed who was many telephone and electric fuses in

Miss Vera Webster of Lebanon was great mass of such persons were, afthe guest of her mother, Mrs. P. L. ter all, loyal to this country, but to Chrysanthemum," in three acts, is to understand their situation one must be given by the glee club of the acad-Mr. and Mrs. H. P. Cook were the know and appreciate the German emy at Seaver's hall tonight. The mind and the atmosphere in which cast is as follows: Princess Chrysthe German had been reared for gen- anthemum, the emperor's daughter, erations past. Mr. Davis spent two Cora Healey; To-to, Yum-yum, Du-Miss Mary Wheeler and Mrs. Lucy years of study in Germany and grad- du, maidens attendant on the prin-Atanasoff and two children were vis- uated from one of their universities, cess, Elgie Warner, Phyllis Urie, Ada paid a high compliment to the knowl-edge, science and art of the country beam, the princess's good genius, unreservedly the Kaiser and his pro- Rawson Calkins; Prince So-Tru and Mr. and Mrs. Henry St. Martin and gram as an official state which recog- Prince So-Sli, in love with the prin-

The Village Improvement society has completed a splendid job of terstrong plea that the people of the racing and grading along Main street country, especially the children, enter on the railroad fill. This has always Carl Hamblet has so far recovered into a partnership with the govern- been a mar to the beauty of the from his recent illness that he was ment by the purchase of Liberty street, but with a neat grass terrace able to return to his work the last of Bonds. Those who were not able to running from the Burdick house to be present and hear his address miss- the crossing at the passenger station, running from the Burdick house to The exercises closed with the sing- paths leading to High street and the the elimination of some of the ugly ence, not in a perfunctory way but with a zest that left the blood ting-ling in the veins.

Onimbre Bost are line and grading already done and the beauty of the village. It is understood flowers will be set out which will further add to The members of Quimby Post are the beauty of the street. Two foot several weeks, has gone to Hotel Bar- appreciative to all who in any way paths over the track have been left assisted in making the day the splen- and if people will keep to these and not cross elsewhere the improvement will be marked. W. F. Mitchell has had charge of the work for the Im-

There is a new baby at Mr. Bel-Mrs. Amy Lawson is visiting in

Mrs. Little cut her wrist seriously

land, Me., is caring for her. Mrs. C. P. Jenness, who has been Mrs. Gerald Buzzell, who has been

Band Gives Concert and Commission- Town Has 273 Men of Military Age. Cards Delivered to County

Barton's six registrars were busy most of the day yesterday filling out itary age who presented themselves Despite the hurried arrangements at Seaver's hall for the required reg-

Following is the list of men who registered, arranged alphabetically. Methodist Episcopal Church Notes.

Akley, Arthur E .- 122 Alger, Charles A .- 197 Allard, Olin W .-- 7 Allbee, Hubert S .- 17 Allen, James E.-156 Andrus, Delone C.—31 Atwell, Ralph D.—138 Barber, Warren A .- 177 Barron, Harley R .- 131 Barrows, Wm. Parker-27 Barton, George G .- 196 Bassett, Harold H.-261 Bassett, Harry L.-256 Beaulac, Harry James-185 Beck, Stefon-74 Bennett, Fred A .- 124 Bessette, Adelard-141 Besaw, Clement E .- 102 Bickford, Gerald-215 Blair, Aime P.-234 Blair, Ernest B .- 164 Blais, Joseph-195 Blay, Fred Peter-181 Blodgett, Jeddy J.-247 Bogue, Homer A .- 206 Buckley, Walter W .-- 89 Bushaw, Arthur R.-246 Buskey, George A .- 249 Bullard, Alvin H. Jr.-23 Bushey, Clarence W .- 108 Buskey, William L.-41 Brigham, Clinton M.-63 Brigham, Harry C .- 14 Brooks, Charles J .- 233 Brooks, Henry G .- 56 Carrick, John L .- 209 Carter, Charles F.-2 Cheney, Royal H .- 104 Clifford, Frank L.-199 my lap was an algebra book and I, Musical selection, Clifford, Harold J .- 34 Coathup, William J.—166 Colbeth, Lindell—219

Colby, Wesley C .-- 190 Cole, Clarence E .- 171 Condracuk, Wasil-94 Conner, Harry R .- 59 Crawshaw, Thomas-53 Currier, Walter F.-240 Dailey, Alec T .- 58 Datz, William-11 Degreenia, Albert O .- 26 Degreenia, Freeman I.-28 Devereaux, Ralph-232 Dewing, Daniel R .- 8 Dilley, Amos E .- 194

Donaldson, Fred A .- 266

Drowche, Norman—130 Drown, Victor H.—211

Drown, Archie V.-212

Gray, Howard E .- 160

Green, Carroll C .- 25

Grondin, Ely G .- 91

Gregory, Frank L .- 191

Grygorcewicz, Alex-75

Hall, Merton E .- 176

Hamblet, Carl C .- 147

Hardy, Albert R .- 178

Harrington, Thomas C .- 253

Hardy, Leo J .- 210

Harris, Charles-29

Harris, Guy Lewis-84

Hatch, Ralph W.-113

Healey, Herman A .- 239

Heath, Harold Ward-101

Hemmings, Roy A .- 42

Herman, Perley A.—182

Herman, Clyde P.—183

Hilliard, Elmer A .- 174

Hodgdon, Clarence H .- 116

Hodgdon, James H.-117

Howland, Walter F.-231

Hutchins, Rollin Shirl-78

Hutchinson, Chester-186

Hutchinson, Lester-192

Hyland, Herbert H.-193

Jackman, Clyde H.—61 Jakem, Kalenchuk—103

Jenness, G. Harold-47

(Continued on Page Eight)

Jaremic, Stenle-88

Hitchcock, Lisim-271

Hennessy, Joel G.-213

Hauski, Nikolai-106

Heath, Clyde S .-- 1

Hill, Arthur J.—229

Hunchik, Paul-87

Hunt, Franz A .- 97

Griffin, Theodore J .- 139

Dow, Howard Ransom-145

Dubois, Eugene F .- 218 Dunham, Clifton R .- 62 Edmunds, William E .- 172 Edmunds, Ernest—163 Edwards, Archie F.-220 Elliott, Herbert A.-168 Emerson, Arthur James-170 Emerson, Lewis C .- 32 Emerson, Russell B.-268 Estey, Fred B.-272 Farrar, John C .- 200 Fisk, Earl W.-267 Flanders, Harry A.—127 Frechette, Levi D.-65 Frechett, John S.-251 French, Gerald D .- 189 Friend, Walter C .- 24 Gilfillan, Safford E .- 133 Going, Perley-224 Gorman, George-173 Govro, Pliney H .- 121 Gravelin, Earle G .- 227

HOLLAND

Clarke Gordon of Sherbrooke was a

Mr. and Mrs. Oral Corliss of Island Pond are visiting at H. N. Wheeler's.

Henry Rye was called to Farnham. P. Q., Friday by the serious illness of

MEN WHO REGISTERED.

Sheriff.

7.30 Commencement sermon by Do not forget the prayer meeting at Alumni hall. Thursday evening at 7.30. "The Part

The registrars were W. W. Reir- of Protestant Missions in the Reoring was held, the hall was well filled den, Fanny May, M. F. Prime, H. J. ganization of the Nations." Amos er members or not are requested to be The parade was headed by the Bar- and preceding the meeting at the Stannard, C. E. Jenkins and F. Jay 9: 11-15, Micah 4:1-8, John 12:32. ton band of 18 members and many re- hall the band gave a short concert in Bates. The first to register after the The lecture illustrated with slides, marks about the quality of the music the park, giving their services for the hall was open at 7 o'clock in the "The Golden Anniversary Gift in Pic-BARTON LOCAL NOTES

Mrs. Adolphus Martell is critical
Mrs. Adolphus Mrs. ty. Following the band was a depudiced Commissioner Hillegas with a duced Commissioner Hillegas with a duced Commissioner Hillegas with a duced Commissioner Hillegas with a Deputy Sheriff Jennings was present. Thanks are due F. D. Pierce galia of plumed hats and drawn apathy of the nation to the conditions much of the time but no disorder or and O. W. Caron for the use of the theatre and putting on the pictures

Rev. I. A. Ranney, Pastor. Sunday, June 3. Morning worship at 10.45. Text, Acts 8:5, "Preaching Christ." It was in Samaria where Philip, one of the twelve, proclaimed Christ, a only a deacon, but he was sincere and lived near enough to Christ so he Hill. made his influence felt and he was way of presenting the truth. Evening worship at 7. Text from II Kings 5. Remember the prayer meeting on Thursday evening at 7.30. The Woman's Alliance and other ladies of the church are invited to a picnic dinner at Mrs. Nancy Simpson's on Park street Friday at noon. Ladies bring something for the table Sunday June 10. The commencement sermon will be

> Rev. I. A. Ranney. B. A. NOTES

Congregational Church Notes

Rev. W. A. Warner, Pastor.

Sunday June 10.

10.45, Morning service.

12.00, Sunday school.

FLORENCE COOK'S ENCHANTED PENCIL. (An Original Story.) It was a cold blustery evening in February. My parents had gone to a social gathering in the village, and I music by Miss Florence M. Blair

racking my brains together, was trying to do the problems. As I had program until 12.00.

(Continued on Page Six)

Barton Academy and Graded School

COMPLETE COMMENCEMENT PROGRAM

6.00, Christian Endeavor meeting. Subject, "Sins of the Mind, Romans Sunday, June 10, at 7.00 o'clock p. 8:1-4. Leaders, Miss Gilpin and Miss m., commencement sermon by Rev. I A. Ranney at the M. E. church.

Monday, June 11, at 8 o'clock p. m., Rev. I. A. Ranneyatthe M. E. church. reception to graduates by the Juniors

Tuesday, June 12 at 8 o'clock p. m., grade musicale at Seaver's opera hall. Wednesday, June 13, at 2.30 o'clock p. m., Class day exercises at Alumni hall. The following is the program:

Address of Welcome Clarence A. Lang Miss Louella H. Barnard Recitation, "The Highwayman," Miss Georgia H. Prue Vocational Education. Walter W. Metcalf

Gerald C. Phillips Remember the C. E. business meet-Class History, Miss Amy R. Owen Miss Marjorie F. Fisk Vocal selection, Paul W. Parker

Class Characteristics, Rawson H. Calkins Class Essay, Miss A. Margaret Scott Recitation, "Class Ode," Miss Alice L. Wakeman Singing of Class Ode,

At 8 o'clock p. m., grammar school place where more than half of the in- graduation at Alumni hall. The speakhabitants were heathen. Philip was er of the evening will be State Junior High School Supervisor Clyde M.

Thursday, June 14 at 8 o'clock p. m. successful through his simple, direct commencement at Seaver's opera hall. The following is the program: Invocation, Rev. Wilmond A. Warner Salutatory, Miss Daisy M. Sherburne The Possibilities of Alaska, Clifton R. Dunham

Piano solo, Miss Florence M. Blair The Virgin Islands, Miss Clara M. Barnard The Russian Revolution, Lee E. Emerson Trio, The Misses Florence E. Miles,

Theda M. Dunham, I. Lillian given Sunday evening at 7 o'clock by The Future Farm of America, Albert D. Gilmour

> Silent Places, Miss Rose M. Sherburne Musical selection, Presentation of Gifts, Miss Hazel M. Brahana Valedictory, Miss Vera M. Carpenter

Musical selection,

Training Class Song Words by Miss Elizabeth V. Sinon, was left by myself, I had heaped Presentation of Diplomas, wood high in the fireplace and was Dr. J. Dr. J. A. Pearson sitting before the leaping flames. In Benediction, Rev. Wilmond A. Warner

There will be dancing from close of tried three or four without good re- Friday, June 15, at 2.30 o'clock p. sults, my thoughts gradually left the m., class reunions at Alumni hall. At book and I stared into the fireplace, 8 o'clock p. m., alumni reception at

Alumni hall

TALKS WITH THE BUSINESS MAN. By Nels Darling, Who Recently Lectured in Barton.

Copyrighted.

The calendar, the blotter, the souvenir or premium you give

away, all have their place in the general scheme, but the advertising medium that sells the goods is the newspaper. When you have decided what your advertising appropriation will be for the coming year (and this is something you should think about) make up your mind to put at least two-thirds of it into news-

paper advertising-into real live, pulling, getting-the-business adver-A well-dressed window is always a trade-getter. Change your display frequently, putting in goods appropriate to the season and plainly priced. Call attention to these windows from time to time

in your newspaper advertisement. Be of service in your community. Never in the least degree misrepresent. When you advertise a reduction sale, put it on in accord-

ance with your promises. Read the advertising of the large stores of the city, found in the metropolitan dailies. You are bound to catch some of the spirit, and when you do catch it, you will enjoy mapping out your campaign, preparing your store news, and in watching and guaging the results

I have heard many retail dealers say they cannot write an advertisement. Many ask the editor of the paper to write their advertisements for them, believing, I suppose, that it requires some ability as a journalist to talk merchandise. Would you put in charge of your business a man who knows nothing about it? Of course not. Many advertising experts write advertisements for lines of merchandise of whih they know little or nothing, but they prepare this copy from a vast amount of information that has been furnished them. Do not ask the editor of your paper to write an advertisement for you without giving him plenty of information about the things that you wish to bring especially to the attention of the buying public. You would not ask him to come into the store to clerk for you; and the best advice I can give you is not to ask the editor to write your ad-

vertisements, but learn how to write them yourself. In my next article I am going to tell you how to write a business-getting advertisement. I know how and can tell you how.

Right here I want to say a word to the man who thinks it is not necessary for him to advertise because he has been in business so long that everybody knows him. Sometimes antiquity is a valuable asset and sometimes it is anything but a help to a man in his business. If you have been in business many years, great changes have taken place since you began to merchandise goods. Styles have changed, improvements have been made, inventions for doing hundreds of things have been perfected. Better talk to the folks of these things or they may come to think that your stock is as much of a

landmark as you are. Have you heard of any of the mail order houses giving up advertising because they have been in business so long that every one knows them?